

### December 2018

#### The Private Label Beauty Consumer - UK

“NPD in the private label beauty sector has seen brands becoming more competitive, resulting in changing consumer perceptions as well as a rise in the purchase of own-label beauty brands. Private label brands are considered as good as – and in some cases better than – regular brands, whilst younger ...

#### Deodorants - UK

“Standing at an estimated £404 million in 2018, the deodorants market decline has been triggered by lack of innovation and engagement. A core message of functionality appeals to a wide range of consumers, but also means mass brands share a very similar image. Changing how efficacy is advertised can create ...

### November 2018

#### Consumers and the Economic Outlook - Quarterly Update - UK

“Financial well-being and confidence was lower in each of the three months to October than we reported throughout the summer months. This matches the stagnant economic performance in August and September. Overall though, most consumers are still getting by, and remain relatively optimistic about their financial future.”

– Rich ...

#### The Millennial BPC Consumer - UK

“As the largest generation in the UK, appealing to Millennials is important but challenging. Communication to this group about their appearance should be sensitive and inclusive, as many feel under pressure to keep up with peers. Innovation can be either light-hearted and fun, or reflective of Millennials’ changing lifestyles, but ...

#### The Senior BPC Consumer - UK

“The senior BPC consumer has much the same aspirations to feel confident and look attractive as their younger counterparts, however the desire for age representation suggests that the category is still not catering to their individual needs. Despite the shift in the way ageing is discussed in brand communication, there ...

### October 2018

#### Beauty Devices, Tools and Accessories - UK

“Although the value of electrical devices and hair appliances has grown to an estimated £834 million in 2018, new multipurpose appliances threaten long-term growth opportunities in this sector. Non-electrical tools retain popularity via design and self-expression, and consumers continue to use a wide range of non-electrical tools. Opportunity lies in ...

#### Shaving and Hair Removal - UK

“As both genders feel the pressure to be hair-free, facial and body hair removal rates have seen a rise, however, the category continues to show a decline in value with little in NPD encouraging people to trade up. The beard trend shows no evidence of waning in 2018 with the ...

## September 2018

### Vitamins and Supplements - UK

“The ongoing consumer focus on health and the continued success of demographic-specific supplements have supported growth in the vitamins and supplements category. However, with the majority of adults questioning the health promises made, improving trust is needed if the category is to grow its market penetration. Meanwhile, personalised subscriptions could ...

## August 2018

### Consumers and the Economic Outlook - Quarterly Update - UK

“Consumers continue to worry about the impact Brexit will have on the UK economy. But people are still focussing much more on their own financial situations, which are currently in a pretty healthy state. The base rate rise will make it harder for some, but the general outlook is positive ...

### Fragrances - UK

“Women’s body sprays have triggered the most recent market growth. A new wave of feminism has challenged traditional marketing, and unisex fragrances are a growing trend. A need for natural ingredients has given niche brands the lead, while large manufacturers get left behind. Body spray could be key for luxury ...

### Beauty Influencers and Educators - UK

“Traditional experts such as in-store counter staff, make-up artists and dermatologists are the most trusted sources of information in BPC, suggesting that brands can do more to reassert the position of traditional experts. Social media influencers remain important, particularly to young women, however BPC shoppers are showing scepticism towards them ...

## July 2018

### Men's Facial Skincare - UK

“The market decline continues as men shrink their skincare regimes. While they look to brands they know to give them affordable options and educate them, big manufacturers are concentrated elsewhere – leaving smaller male-specific brands room to flourish. The advertising narrative needs to appeal to new priorities among men, while ...

## June 2018

## Beauty and Personal Care - UK

### Women's Facial Skincare - UK

“The women’s facial skincare category has seen strong value growth year-on year despite a decline in NPD, suggesting that advertising and marketing messages are resonating with women. Penetration of products has increased in the last 12 months, indicating that women are adding multiple steps to their regime. However, there are ...

### Personalisation in Beauty - UK

“The concept of personalisation in beauty is far from saturation. With consumers often unsure of their requirements, brands can be a source of inspiration or offer suggestions and assistance via their customisation options. Many demographics remain underserved by personalisation services, as well as those who require more tailored ingredients. However ...

### Consumers and the Economic Outlook - Quarterly Update - UK

“The increase in confidence that we discussed in Consumers and the Economic Outlook – UK – March 2018 clearly wasn’t a one-off. Our confidence data has been running for almost a decade now, and people’s assessments, both of their current financial situation and how they expect their finances to shape ...

## May 2018

### Colour Cosmetics - UK

“The colour cosmetics category continued to show strong sales performance in 2017, with the mass-market and prestige sectors both faring well. Women’s buying behaviours show an increase in the purchase of lip gloss and liquid foundations, driven by NPD and beauty trends. With high interest in technology aiding the shopping ...

## April 2018

### Hair Colourants - UK

“The future growth of the colourants market may be limited as the relevance of the market changes. Rather than appealing to older consumers through affordability, appealing to younger consumers is increasingly important. Providing accompanying haircare and gradual or personalised colour solutions are key to brand success, as well as embracing ...

### Hand, Body and Footcare - UK

“The hand, body and footcare category showed modest growth in value in 2017, with the value of the premium segment growing at a greater rate than mass-market. Whilst the majority of people show an understanding of body skin being as important as facial skin, consumers are blurring the boundaries when ...

## March 2018

### Consumers and the Economic Outlook - Quarterly Update - UK

### Women's Haircare - UK

## Beauty and Personal Care - UK

“People are still wary about the potential impact of Brexit – particularly when it comes to the cost of living. But people seem able to separate these macro-economic concerns from their own personal financial situation. Unemployment remains at record lows, and while average wages are still increasingly more slowly than ...

“Growth in the women’s haircare market has been driven by a continued focus on caring needs, especially driven by conditioning treatments. However, as mass brands develop their own versions of salon regimes, prestige brands will need to prove their worth to remain relevant. Regardless of price point, winning brands have ...

### February 2018

#### Babies' and Children's Personal Care Products, Nappies and Wipes - UK

“Market decline continues to show the need for brands to differentiate versus own-label. This is easier in some sectors where parents seek specific claims, but mass disposable nappy brands will either need to premiumise further or devolve and compete on price. The overarching need for convenience in all sectors remains ...

### January 2018

#### Beauty and Personal Care Retailing - UK

“The UK beauty and personal care market remains challenging, as weak growth in personal care continues to hinder growth in the wider market. Meanwhile, the beauty segment is driving the market, boosted by make-up and skincare trends. Many of the health and beauty specialists have reacted to these trends and ...

#### Gifts in Beauty and Personal Care - UK

“New product development in BPC gift sets has declined in recent years, with consumers showing a preference for individual products. This may be partly driven by a desire to reduce waste, which extends to packaging. Mintel’s research shows high consumer interest in functional as well as reduced packaging. Women remain ...

#### Feminine Hygiene and Sanitary Protection Products - UK

“There is a quiet revolution ongoing in the incontinence products segment. The stigma around incontinence appears to be fading, products are advertised on primetime TV, and brands are creating new designs that are more stylish and sophisticated. As the population ages, incontinence products are only going to go even more ...